

## LISTING OF CLAIMS

1. (Currently amended) A method for facilitating an exchange of a service or tangible, non-monetary asset for use in an event for two or more sponsorship opportunities at the event, the method comprising:

recording a request for at least one service or tangible, non-monetary asset for use in an event ~~to be attended by a plurality of attendees from an event owner~~, the request having a fulfillment cost related to the event, wherein the request is received using a computing device;

making the request available to a plurality of providers using the computing device, wherein the request made available to a first one of the providers indicates that a sponsorship offer is available to the first provider;

responsive to making the request available, receiving at the computing device a provider offer from the first provider, the provider offer comprising a sponsorship offer comprising:

~~two or more~~ a plurality of marketing sponsorship opportunities selected from a plurality of sponsorship opportunities available at the event, the two or more sponsorship opportunities to be given to a selected the first ~~provider of the requested service or tangible, non-monetary asset, and~~

~~to defray at least~~ an indication of a portion of the fulfillment cost of the requested service or tangible, non-monetary asset to be defrayed by the plurality of marketing opportunities, ~~wherein at least one of the two or more sponsorship opportunities comprises distributing branded, tangible items to the event attendees;~~

~~using the computing device to associate the request with the sponsorship offer;~~

~~making the request and the associated sponsorship offer available to one or more potential providers of the requested service or tangible, non-monetary asset using the computing device, the request and associated sponsorship offer indicating each of the at least one service or tangible, non-monetary asset, the two or more sponsorship opportunities available at the event, and the portion of the fulfillment cost of the at least~~

~~one service or tangible, non-monetary asset to be defrayed by the two or more sponsorship opportunities;~~

~~selecting the selected provider from the one or more potential providers of the requested service or tangible, non-monetary asset;~~

~~allowing the selected provider to provide the requested service or tangible, non-monetary asset at the event; and~~

~~providing for distributing the branded, tangible items to the event attendees~~

~~receiving an acceptance of the provider offer; and~~

~~assembling a contract comprising one or more clauses corresponding to the plurality of marketing opportunities of the sponsorship offer responsive to receiving the acceptance.~~

2. (Canceled).

3. (Currently amended) The method of claim 1, wherein the sponsorship offer is configurable and capable of being modified by ~~[[an]]~~ one of the event owner and the first provider.

4. (Previously presented) The method of claim 3, further comprising receiving a modification of the sponsorship offer from the event owner.

5. (Currently amended) The method of claim 4, wherein the modification of the sponsorship offer determines ~~[[a]]~~ the portion of the fulfillment cost of the at least one service, or tangible asset defrayed by the plurality of marketing ~~two or more sponsorship opportunities~~.

6. (Currently amended) The method of claim 4, wherein the modification of the sponsorship offer relates to the ~~two or more~~ plurality of marketing sponsorship opportunities to be given to the provider of the requested service or tangible, non-monetary asset.

7. (Currently amended) The method of claim 1, further comprising identifying a plurality of providers that are capable of providing the requested service or tangible, non-monetary asset for the event.

8. (Currently amended) The method of claim ~~[[7]]~~1, further comprising:  
~~transmitting the request and associated sponsorship offer to the identified provider~~  
determining whether a sponsorship offer is available to each of the plurality of providers, wherein the request available to each of the providers indicates whether a sponsorship offer is available to the respective provider, and wherein the request available to a second one of the plurality of providers indicates that a sponsorship offer is not available to the second provider; and  
receiving a provider offer from the second providers that does not include a sponsorship offer.

9. (Currently amended) The method of claim ~~[[8]]~~ 1, further comprising  
transmitting a counteroffer responsive to receiving the provider offer, the counteroffer modifying the sponsorship offer ~~receiving an acceptance of the request and associated sponsorship offer from the identified provider.~~

10. (Currently amended) The method of claim ~~[[8]]~~ 9, further comprising receiving  
an acceptance of the counteroffer from the first provider ~~counteroffer to the request and associated sponsorship offer from the identified provider.~~

11. (Currently amended) The method of claim ~~[[10]]~~ 9, wherein the counteroffer modifies the portion of the fulfillment cost of the request to be defrayed by the ~~two or more sponsorship~~ plurality of marketing opportunities of the provider offer.

12. (Currently amended) The method of claim ~~[[10]]~~ 9, wherein the provider offer counteroffer modifies one or more of the plurality of the marketing sponsorship opportunities to be given to the first provider ~~of the requested service or tangible, non-monetary asset at the event.~~

13. (Previously presented) The method of claim 1, further comprising presenting a catalog of non-monetary assets and/or services to an event owner to assist the event owner in recording the request for the at least one service or tangible, non-monetary asset for use in putting on the event.

14-15. (Canceled).

16. (Currently amended) A system for facilitating an exchange of a service or tangible, non-monetary asset for use in an event to be attended by a plurality of attendees for two or more sponsorship opportunities at the event, comprising:

an agent server communicatively coupled to a network; [[and]]

a request database communicatively coupled to the agent server and comprising a catalog of a plurality of services and/or tangible, non-monetary assets available for use in an event, each of the plurality of services and/or tangible, non-monetary assets in the catalog having a respective fulfillment cost related to the event,

wherein the agent server is configured to present the catalog to an event owner and is configured to receive a request from the event owner for a service or tangible, non-monetary asset selected from the catalog over the network, ~~wherein the agent server is configured to associate the request with a sponsorship offer comprising two or more sponsorship opportunities to be given to a selected provider of the requested service or tangible, non-monetary asset at the event and a portion of the fulfillment cost of the request to be defrayed by the two or more sponsorship opportunities, wherein at least one of the two or more sponsorship opportunities comprises an opportunity to distribute tangible items to the event attendees,~~

wherein the agent server is configured to make the request ~~and the associated sponsorship offer comprising the two or more sponsorship opportunities available to one or more potential~~ a plurality of providers of the requested service or tangible, non-monetary asset over the network, wherein the request made available to a first one of the providers indicates that a sponsorship offer is available to the first provider; and

a provider agent operating on the agent server configured to construct a provider offer for the first provider responsive to the provider agent determining that the request available to the first provider is within a scope of agency of the provider agent, wherein the provider agent is configured to construct the provider offer based upon a directive of the first provider;

wherein the agent server is configured to receive the provider offer, the provider offer comprising a sponsorship offer comprising a plurality of marketing opportunities to be given to the first provider, and an indication of a portion of the fulfillment cost of the requested service or tangible, non-monetary asset to be defrayed by the plurality of marketing opportunities, and ~~select the selected provider from the one or more potential providers of the requested service or tangible, non-monetary asset allow the provider to provide requested service or tangible, non-monetary asset at the event, and providing for distributing the branded, tangible items to the event attendees~~

wherein the agent server is configured to receive an acceptance of the provider offer from the event owner and to assemble a contract comprising one or more clauses corresponding to the plurality of marketing opportunities of the provider offer responsive to receiving the acceptance.

17. (Currently amended) The system of claim 16, wherein the agent server is configured to identify a plurality of providers that are ~~identifies a provider~~ capable of providing the requested service or tangible, non-monetary asset for the event.

18. (Currently amended) The system of claim ~~[[17]]~~ 16, wherein the agent server transmits the request and associated sponsorship offer to the identified provider is ~~configured to determine, for each of the plurality of providers, whether a sponsorship offer is available to the respective provider, wherein the request made available to each of the providers comprises an indication of whether a sponsorship offer is available, and wherein the request available to a second one of the providers indicates that a sponsorship offer is not available to the second provider.~~

19. (Currently amended) The system of claim ~~[[18]]~~ 16, wherein the agent server is configured to transmit a counteroffer responsive to receiving the provider offer, the counteroffer modifying the sponsorship offer ~~receives an acceptance of the request and associated sponsorship offer from the identified provider.~~

20. (Currently amended) The system of claim ~~[[18]]~~ 19, wherein the agent server receives an acceptance of the counteroffer from the first identified ~~provider responsive to the request and associated sponsorship offer.~~

21. (Currently amended) The system of claim ~~[[20]]~~ 16, wherein the agent server is to accept the counteroffer for the first provider.

22. (Currently amended) The system of claim 20, wherein the agent server is to transmit the counteroffer to the first provider ~~the event owner.~~

23. (Currently amended) The system of claim 20, wherein the counteroffer modifies the portion of the fulfillment cost of the requested service or tangible, non-monetary asset defrayed by the marketing opportunities ~~sponsorship opportunity.~~

24. (Currently amended) The system of claim ~~[[21]]~~ 20, wherein the counteroffer modifies the ~~two or more sponsorship~~ marketing opportunities to be given to the first ~~provider of the requested service or tangible, non-monetary asset at the event.~~

25. (Currently amended) The system of claim 16, wherein the agent server is to receive one or more bids responsive to the request ~~and associated sponsorship offer.~~

26. (Previously presented) The system of claim 25, wherein the agent server is to select one of the received bids according to a predetermined criteria associated with the request.

27. (Currently amended) The system of claim 26, wherein the predetermined criteria relates to the portion of the fulfillment cost of the requested service or tangible, non-monetary asset defrayed by ~~[[the]]~~ a sponsorship opportunity of the bid.

28. (Currently amended) The system of claim 26, wherein the predetermined criteria relates to ~~the two or more sponsorship~~ marketing opportunities of the bid.

29. (Currently amended) A computer-readable storage medium comprising instructions to cause a computing device to perform a method for facilitating an exchange of a service or tangible, non-monetary asset for use in an event to be attended by a plurality of attendees for two or more sponsorship opportunities for a provider of the requested service or tangible, non-monetary asset at the event, the method comprising:

presenting to an event owner a catalog of services and/or non-monetary, tangible assets available from one or more providers for use in the event, each service and/or non-monetary tangible asset in the catalog having a respective fulfillment cost related to the event;

receiving a request for a service or non-monetary, tangible asset selected from the catalog;

~~associating two or more sponsorship opportunities to be given to the provider of the requested service or non-monetary, tangible asset, the two or more sponsorship opportunities to defray at least a portion of the fulfillment cost of the request, wherein one of the two or more sponsorship opportunities comprises one of an opportunity to distribute a tangible item to the event attendees and branding a tangible item distributed to the event attendees;~~

determining whether a sponsorship offer is available to each of a plurality of providers capable of providing the requested service or non-monetary, tangible asset for the event;

~~transmitting the request and associated sponsorship opportunity identifying the two or more sponsorship opportunities and the portion of fulfillment cost to be defrayed by the two or more sponsorship opportunities to~~ [[a]] each of the plurality of providers,

wherein the request transmitted to each provider indicates whether a sponsorship offer is available to the respective provider, and wherein the request transmitted to a first one of the providers indicates that a sponsorship offer is available and the request transmitted to a second one of the providers indicates that a sponsorship offer is not available ~~capable of providing the requested service or non-monetary, tangible asset for the event;~~

~~allowing the provider to provide the requested service or tangible, non-monetary asset at the event; and~~

~~providing for distributing the branded, tangible items to the event attendees receiving a provider offer from one of the plurality of providers;~~

~~receiving an acceptance of the provider offer; and~~

~~assembling a contract comprising one or more clauses corresponding to the requested service or non-monetary, tangible asset.~~

30. (Currently amended) The computer-readable storage medium of claim 29, the method further comprising:

receiving a plurality of bids from one or more providers capable of providing the requested service or non-monetary, tangible asset for the event in response to the transmitting; and

selecting one of the plurality of bids as a winning bid, wherein the selection is based on a predetermined criteria associated with ~~the sponsorship request~~ a sponsorship offer associated with the bid.